GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:1351
ANSWERED ON:07.12.2015
Marketing Assistance Scheme
Shirole Shri Anil

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Government provides assistance to enhance marketing competitiveness of the Micro, Small and Medium Enterprises (MSMEs) under the Marketing Assistance Scheme;

(b) if so, the details thereof along with the measures taken to ensure adequate supply of new designs to such units, so as to increase their appeal to the prospective buyers; and

(c) the details of funds allocated and released under the said scheme during each of the last three years and the current year?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a)&(b): Yes Madam, Ministry of Micro, Small and Medium Enterprises provides Marketing assistance to MSMEs through various schemes however supply of new designs to such units is beyond the purview of the objective of these schemes. The details of schemes operated by this Ministry are as under;

Marketing Assistance Scheme (MAS)

Financial assistance to Micro Small and Medium Enterprises to participate in domestic and international exhibitions/trade fairs, Buyers-sellers meets, campaigns/seminars and consortia formation

Marketing Assistance and Technology Upgradation (MATU) Scheme

Financial support to participate in State/District level local exhibitions/trade fairs is provided under the Scheme.

Vendor Development Programme (VDP)
A platform to bring Buyers and Sellers together for business promotion.

Marketing Development Assistance (MDA)

Financial assistance to Micro and Small enterprises to participate in overseas exhibitions and to implement Bar Code.

(c): The details of funds allocated and expenditure under the said scheme during each of the last three years and the current year under each scheme are annexed as Annexure-I